

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1 (currently amended): An apparatus comprising:

a processor; and

memory storing computer readable instructions that, when executed by the processor,  
~~cause the processor to~~ performs a method comprising:

determining a number of active terminals in an area based on data derived from a  
second wireless network ~~different from a first wireless network~~;

determining whether the determined number of active terminals meets a  
predefined threshold;

in response to determining that the number of active terminals meets the  
predefined threshold, selecting content for delivery through ~~the~~ first wireless network, wherein  
the selection is made based on ~~one or more user profiles~~ a pattern of usage associated with one or  
more active terminals in the area; and

~~initiating~~ initiating delivery of the selected content through the first wireless  
network.

Claim 2 (currently amended): An apparatus as claimed in Claim 1, the memory further  
comprising instructions for:

categorizing the one or more active terminals in the area into a plurality of groups based  
on the ~~one or more user profiles~~ pattern of usage associated with the one or more active terminals  
in the area.

Claim 3 (currently amended): An apparatus as claimed in Claim 2, wherein:

a first content item is selected for delivery ~~for to~~ to a first group of active terminals and a  
second content item is selected for delivery ~~to for~~ to a second group of active terminals of the  
plurality of groups.

Claim 4 (previously presented): An apparatus as claimed in Claim 3, wherein:  
the threshold is defined based on a type of location associated with the area.

Claim 5 (canceled).

Claim 6 (previously presented): An apparatus as claimed in Claim 1, wherein:  
the data derived from the second wireless network comprises a number of connected user terminals to said second wireless network.

Claim 7 (previously presented): An apparatus as claimed in Claim 1, wherein:  
the first wireless network is a unidirectional digital broadband network and the second wireless network is a bi-directional communications network.

Claim 8 (previously presented): An apparatus as claimed in Claim 7, wherein:  
the unidirectional digital broadband network is a Digital Video Broadcast (DVB) network.

Claim 9 (currently amended): A system comprising:  
a controller connected to first and second wireless networks, the controller including a processor operable-configured to:  
determine a number of active terminals in a determined area based on data derived from the second wireless network;  
determine whether the number of active terminals in the determined area meets a predefined threshold;  
in response to determining that the number of active terminals in the determined area meets the predefined threshold, selecting content for delivery through the first wireless network based on a pattern of usage ~~one or more user profiles~~ associated with one or more active terminals in the determined area; and  
initiate delivery of the selected content through the first wireless network

Claim 10 (currently amended): A system as claimed in Claim 9, wherein the processor is further operable ~~configured to~~:

categorize the one or more active terminals in the determined area into a plurality of groups based on the ~~one or more user profiles~~ pattern of usage associated with the one or more active terminals.

Claim 11 (previously presented): A system as claimed in Claim 9, wherein:

a first content item is selected for delivery for a first group of active terminals and a second content item is selected for delivery for a second group of active terminals of the plurality of groups.

Claim 12 (previously presented): A system as claimed in Claim 10, wherein:

the predefined threshold is defined based on a type of location associated with the determined area.

Claim 13 (previously presented): A system as claimed in Claim 9, wherein the content delivered through the first wireless network is provided by at least one source of content.

Claim 14 (canceled).

Claim 15 (previously presented): A system as claimed in Claim 9, wherein:

the data derived from the second wireless network comprises a number of connected user terminals to the second wireless network.

Claim 16 (original): A system as claimed in Claim 9, wherein:

the first wireless network is a unidirectional digital broadband network and the second wireless network is a bi-directional communications network.

Claim 17 (original): A system as claimed in Claim 16, wherein:

the unidirectional digital broadband network is a Digital Video Broadcast (DVB) network.

Claim 18-22 (canceled).

Claim 23 (currently amended): The method as claimed in Claim ~~18~~52, wherein:

the data derived from the second wireless network comprises a number of connected user terminals to the second wireless network.

Claim 24 (currently amended): A method as claimed in Claim ~~18~~52, wherein:

the first network is a unidirectional digital broadband network and the second wireless network is a bi-directional communications network.

Claim 25 (original): A method as claimed in Claim 24, wherein:

the unidirectional digital broadband network is a Digital Video Broadcast (DVB) network.

Claim 26-27 (canceled).

Claim 28 (currently amended): An apparatus as claimed in Claim ~~26~~1, wherein:

the predetermined threshold value is defined based on a type of location associated with the determined area.

Claims 29-44 (canceled).

Claim 45 (previously presented): An apparatus as claimed in Claim 1, wherein the content is an advertisement.

Claim 46 (previously presented): An apparatus as claimed in Claim 1, wherein the data derived from the second wireless network comprises a geographic location of user terminals connected to the second wireless network.

Claim 47 (currently amended): An apparatus as claimed in Claim 1, wherein ~~the processor is further operable to initiate~~initiating delivery of content through the first wireless network is performed in response to a ~~second~~ criterion being met by second data derived from the second wireless network.

Claim 48 (previously presented): An apparatus as claimed in Claim 47, wherein the second data derived from the second wireless network comprises a geographic location of user terminals connected to the second wireless network.

Claim 49-50 (canceled).

Claim 51 (previously presented): The apparatus of claim 1, wherein initiating delivery of the selected content through the first wireless network includes transmitting the selected content to at least one terminal in the area through the first wireless network without use of the second wireless network.

Claim 52 (new): A method comprising:

- determining a number of active terminals in an area based on data derived from a second wireless network different from a first wireless network;

- determining whether the determined number of active terminals meets a predefined threshold;

- in response to determining that the number of active terminals meets the predefined threshold, selecting content for delivery through the first wireless network, wherein the selection is made based on a pattern of usage associated with one or more active terminals in the area; and
- initiating delivery of the selected content through the first wireless network.

Claim 53 (new): The method of claim 52, further comprising:

- categorizing the one or more active terminals in the area into a plurality of groups based on the pattern of usage associated with the one or more active terminals in the area.

Claim 54 (new): The method of claim 53, wherein a first content item is selected for delivery to a first group of active terminals of the plurality of groups and a second content item is selected for delivery to a second group of active terminals of the plurality of groups.

Claim 55 (new): A computer readable medium storing computer readable instructions that, when executed, cause a processor to perform a method comprising:

determining a number of active terminals in an area based on data derived from a second wireless network different from a first wireless network;

determining whether the determined number of active terminals meets a predefined threshold;

in response to determining that the number of active terminals meets the predefined threshold, selecting content for delivery through the first wireless network, wherein the selection is made based on a pattern of usage associated with one or more active terminals in the area; and  
initiating delivery of the selected content through the first wireless network.

Claim 56 (new): The computer readable medium of claim 55, further comprising instructions for:  
categorizing the one or more active terminals in the area into a plurality of groups based on the pattern of usage associated with the one or more active terminals in the area.

Claim 57 (new): The computer readable medium of claim 56, wherein a first content item is selected for delivery to a first group of active terminals of the plurality of groups and a second content item is selected for delivery to a second group of active terminals of the plurality of groups.

Claim 58 (new): An apparatus as claimed in Claim 1, the memory further storing instructions for:  
identifying that a hot spot exists in response to determining that the number of active terminals meets the predefined threshold; and  
storing information about the identified hot spot.

Claim 59 (new): An apparatus as claimed in Claim 58, wherein the identified hot spot information includes an estimate of a ratio of mobile stations to active terminals, wherein the estimate is based on a category of hot spot associated with the identified hot spot.